

File  
WEEK OF  
April 27, 1959

# fashion calendar

january

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march - 1960

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RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET  
NEW YORK 21, NEW YORK  
TRAfalgar 9-2343

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, APRIL 26, 1959</u>			
April 26	DAYLIGHT SAVINGS TIME BEGINS--Sunday	(Move clocks ahead one hour.)	
Sunday	SPRING-SUMMER COUTURE	GOTHE	WARWICK HOTEL
April 26	FASHIONS AT BRUNCH	(530 SEVENTH AVENUE)	RALEIGH ROOM
1:00 P.M. Brunch	"Pink Champagne and Roses"--showing of Gothe's Spring-Summer couture dress collection. Reservations--\$3.25; Contact: Fernando, CI. 7-2700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th St., MU. 9-8542.		
Monday	"RUE DE LA PINK"	COTY, INC.	SHERATON-EAST HOTEL
April 27	LUNCHEON FASHION SHOW		BALLROOM
12:30 P.M. Luncheon	"Rue de la Pink"--Summer 1959 fashions, selected by Coty, and available at Lord & Taylor. Press by invitation. Public by reservation: "Banquet Dept.", PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday	28TH ANNUAL NATIONAL CONFERENCE	AMERICAN INSTITUTE OF DECORATORS	HOTEL PLAZA
April 27-			BALLROOM
April 30	"Awards Luncheon"--presentation of citations of merit for outstanding design and development in fabrics, furniture, floors, wallcoverings and lighting. <u>Luncheon, Mon., April 27 at 12:30 P.M.</u> By invitation. Contact: Richard Dillon, Jr., 440 West 24th Street, CH. 3-6112.		
Monday	"TEST-YOUR-KNOWLEDGE"	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
April 27	FASHION SHOW		(AT 52ND STREET)
2:00 P.M.	Showing of clothes for varied occasions, selected and accessorized by students who attended clinic sessions; also criticism by invited judges. By invitation. Contact: Dorothy Tyroler, CO. 5-2077.		
Beginning Monday	OPENING OF BOYS' FALL COLLECTION	HI-LINE	112 WEST 34TH STREET
April 27	Hi-Line will return to the classic design in the new "Continental Look", from their "Small World" collection for the young gentlemen, sizes 12 months to 7 years. By appointment. Publicity: Ruth Shaw Associates, 110 West 34th Street, WI. 7-2562.		SHOWROOM - 8TH FLOOR
Tuesday	PREVIEW: FALL CHILDREN'S WEAR COLLECTION	SUPAK & SONS (JOHN WEITZ)	112 WEST 34TH STREET
April 28			SHOWROOM - 12TH FLOOR
9:00 A.M.	Showing of Fall children's wear collection, designed by John Weitz. By invitation. Contact: Edith Bloom, LO. 3-6781.		
Tuesday	PREVIEW: SPECIAL ORDER SHOES IN SMALL SIZES	I. MILLER & SONS, INC.	1552 BROADWAY
April 28			SALON - 46TH STREET
9:00 A.M.- 10:30 A.M.	I. Miller and Millerkin will invite the press to a showing of special order shoe collection in small sizes, 1 to 4. By invitation. Contact: Gloria Neumann, BR. 9-2000.		
Coffee			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 9:00 A.M.- 10:30 A.M. Breakfast	"FASHIONS IN FIBERS"-- NEW PANORAMA "Fashions In Fibers"--preview of new Panorama, featuring natural and man-made fibers for rugs and decorative fabrics. Publicity: Sue Gardner at Press Release Inc., 350 Fifth Avenue, CH. 4-7444.	DESIGN CENTER FOR INTERIORS	415 EAST 53RD STREET
Wednesday April 29 2:30 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION Lawrence of London will present their Fall-Winter couture rainwear collection, designed by Adele Lawrence, for press and buyers. By invitation. Thereafter, continuous daily showings. Contact: CH. 4-3815. Publicity: Mathews-Latham, 505 Fifth Avenue, MU. 7-5447.	LAWRENCE OF LONDON, LTD.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 29 4:00 P.M.- 6:00 P.M.	PREVIEW OF FALL SHOES: INFORMAL RECEPTION Preview of Fall shoe collection by Charles Jourdan of Paris. M. Roland Jourdan will be host at informal reception. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	CHARLES JOURDAN OF PARIS	ST. REGIS HOTEL LIBRARY - 2ND FLOOR
Thursday April 30 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Richard Cole's Summer collection, available at Miss Bergdorf. Press by invitation. Public by reservation; contact; "Banquet Dept.", PL. 9-3000, Ext. 176. Contact for Richard Cole: John Brunelle, BR. 9-5644. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Friday May 1 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER LINGERIE Elizabeth Arden will present her Summer lingerie collection, in butterfly colors, to the press. By invitation. Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE 8TH FLOOR
Friday May 1 8:30 P.M.	"THE DESIGNER'S BALL OF 1959" "Spring Fancy"--musical fashion show sponsored by Bamberger's Desk Set and Newark Jr. Chamber of Commerce, for benefit of Red Shield Boys' Club, Junior Chamber Playground Project, Newark Jr. Chamber of Commerce Scholarship Foundation. Tickets: \$5.00, \$10.00, \$15.00. Contact: Carolyn Black, MArket 4-2400.	BAMBERGER'S (NEWARK, N. J.)	ESSEX HOUSE NEWARK, N. J.
Sunday May 3- May 7	FALL AND WINTER SHOE FASHIONS The 22nd semi-annual showing of popular price shoes for men, women and children at N.Y. Trade Show Building, Hotels New Yorker and Sheraton-McAlpin. Co-Managers: Edward Atkins & Maxwell Field. <u>On Monday, May 4, breakfast at 8:00 A.M.</u> , Hotel New Yorker, Ballroom, with a panel discussion on shoe trends. Price: \$4.00. Contact: Popular Price Shoe Show, 51 East 42nd Street, MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-MCALPIN
Beginning Monday May 4	OPENING OF FALL BRIDAL COLLECTION Pandora will show their Fall bridal fashions at continuous daily showings. Press showing daily at 4:00 P.M., by appointment. Contact: Nat Glickstein, LO. 4-3412.	PANDORA FROCKS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 5 2:30 P.M.	OPENING OF FALL COLLECTION Showing June 2, 9, 16, 23 at 2:30. Contact: Tillie Smith, LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 5 4:00 P.M. Cocktails	PRESS PREVIEW OF EARLY FALL COLLECTION Preview of early Fall cocktail dresses in silk chiffon; also introducing "Limited Editions by Elliette", a new couture collection. By invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, PL.5-7630.	MISS ELLIETTE OF CAL. (488 SEVENTH AVE.)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 6 8:30 A.M. Breakfast	PRESS PREVIEW: "BACK- TO-SCHOOL" COLLECTION Preview of Jack Winter's "Back-To-School" collection of fashion pants. By invitation. Contact: BR. 9-0754.	JACK WINTER, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Thursday May 7 12:00 Noon Luncheon	LUNCHEON FASHION PRESENTATION Freda DeKnight, Fashion Editor of "Ebony Magazine", will outline Ebony's Fashion Fair, a series of fashion presentations to be seen in 58 cities this Fall, presented by "Ebony" for local Community Chest and other ac- credited charities. By invitation. Contact: Gladys Steiner, Lester Harrison, Inc., PL. 1-6630.	JOHN H. JOHNSON PUBLISHER OF "EBONY"	WAUDORF-ASTORIA JADE ROOM
Thursday May 7 9:00 P.M.- Midnight	"FASHION FOOLERY"-- SPECIAL PRESENTATION "Fashion Foolery"--an evening of "spoofs" on the whole fashion industry. Price: \$17.50 per person, for benefit of The Fashion Group activities. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL PLAZA BALLROOM
Friday May 8 9:30 A.M. Breakfast	PRESS PREVIEW OF MINETTA BRIDALS Abraham & Straus will invite the press to a preview of Minetta Bridal fashions at the Maurer showroom. By invitation. Publicity: Eileen Goldburg, TR. 5-0195.	ABRAHAM & STRAUS	MAURER ORIGINALS 491 SEVENTH AVENUE
Friday May 8- May 19	THIRD ANNUAL WORLD TRADE FAIR More than 3,000 exhibits, displaying new products and raw materials from 60 countries; also, women's fashions. Press Preview, Thurs., May 7. Tickets: \$1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950.	U.S. WORLD TRADE FAIR BRIDAL COUTURE LTD.; CAMPUS; ARDEN	NEW YORK COLISEUM COLUMBUS CIRCLE SHOWROOM - 3RD FLOOR
Sunday May 10	MOTHER'S DAY. Theme: "Her Day Of Surprises." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		
Monday May 11 3:30 P.M. Champagne	PREVIEW: WEDDING GOWNS AND BRIDAL DRESSES Bridal Couture, Campus Bridals and Arden Formals will present their Fall- Winter collection of wedding gowns and bridesmaid dresses to the press. By invitation. Thereafter continuous daily. Contact: Rosel Otels, LO. 4-8245. Publicity: Frances Lane, EL. 5-2800.		498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday May 11	OPENING OF FALL BRIDESMAID COLLECTION Fall bridesmaid collection of import adaptations and original designs by Dee Dee Jarrette. Contact: Jerry Uchin, WI. 7-6220.	HARRY KEISER, INC.	525 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 11	OPENING: FALL BRIDAL & BRIDESMAID COLLECTION Fall bridal and bridesmaid fashions. For appointment, contact: Stanley Goldstein, BR. 9-9115.	"BRIDE TO BE" FASHIONS	1385 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Monday May 11	SHOWING OF FALL LEATHER FASHIONS Showing of jackets, suits and coats including fashions with Italian knit combination. Contact: Mike Salzman, OX. 5-1840.	ALBERT ALFUS	1407 BROADWAY SHOWROOM - 36TH FLOOR
Tuesday May 12 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Cashmere coordinates, decorated cardigans and ensembles for daytime and evening wear. Commentator: Bert Bacharach. By invitation. Thereafter continuous in showroom. Publicity: Mathews-Latham, MU. 7-5447.	NANNETTE CASHMERES (1410 BROADWAY)	THE 500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday May 12	SHOWING OF FALL BRIDESMAIDS FASHIONS David Morris will present their Fall bridesmaids collection in the latest interpretations and fabrics, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 13 9:00 A.M.	PRESS PREVIEW OF FALL SPORTSWEAR Sportswear designed by John Weitz for Printzess Square, saluting four American villages. By invitation. Contact: Chris Castro, LO. 3-4920.	JOHN WEITZ DESIGNS, INC.	1407 BROADWAY STUDIO - 8TH FLOOR
Wednesday May 13 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Rosecrest will present their Fall collection of sportswear, separates and coordinates. By invitation. Continuous thereafter at showroom. Contact: Miss Gail, WI. 7-0585.	ROSECREST, INC. (1407 BROADWAY)	HOTEL PLAZA BALIROOM
Thursday May 14 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS "Subtleties For Fall"--Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Friday May 15 12:00 Noon Luncheon	SHOWING OF FASHIONS FOR CHILDREN AND TEENS Co-Chmn: Jane Stark and Rae Crespin. Prices: \$8.00 (members); \$10.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALIROOM
Monday May 18 12:00 Noon Luncheon	PREVIEW OF FALL SPORTSWEAR COLLECTION Luncheon followed by showing of Back-To-School and Fall fashions designed by Melba Hobson. By invitation. Continuous daily thereafter. Contact: Miriam Hart, WI. 7-8178.	MR. GEE, INC.	1407 BROADWAY SHOWROOM - 25TH FLOOR
Monday May 18 4:00 P.M.	SEVENTH ANNUAL COTTON FASHION AWARD Award will be presented by Mayor Robert F. Wagner to Pauline Trigere. Cotton fashions for Summer, 1959, featuring Pauline Trigere's creations and past winners. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 19 8:45 A.M.- 10:30 A.M. Breakfast	"YOUNG TRENDS FOR FALL 1959" Parents' Magazine will present a showing of Fall fashions for toddlers, girls, pre-teens and boys with presentation from 9:15 to 10:30 A.M. Commentator: Mrs. Beryl Tucker, fashion editor. For retailers and resident buyers, by invitation. Pub.: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALIROOM
Tuesday May 19 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC Theme: "Photo-Fashions"--a complete promotional plan and market round-up. Guest Speakers: Eugene Gilbert, president of Gilbert Youth Research and Eugene Gilbert Co.; Marjorie Schlesinger Deane, Executive Associate of Tobe & Associates. Admission by ticket only. Publicity: Pat di Sernia, Fashion & Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER TERRACE ROOM
Tuesday May 19 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL RAINWEAR John Weitz will present "Stormplay", Fall collection of rainwear and outerwear, for March & Mendl. By invitation. Contact: Betty Ann Pezet, LA. 4-7942.	MARCH & MENDEL (JOHN WEITZ)	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday May 19 12:00 Noon Luncheon	"CHAMPAGNE FASHIONS" AT BENEFIT LUNCHEON Showing of Paris originals from American Rayon Institute, including Carven, Goma, Patou and Ricci; and Paris "Frivolite" group from Pleaters, Stitchers & Embroiderers Ass'n. Tickets: \$8.50. Publicity: Ernest Carteris or Cleo Leston at Nancy Taylor Agency, 527 Madison Avenue, EL. 5-2665.	FOR BENEFIT OF B'NAI B'RITH	HOTEL PLAZA GRAND BALIROOM
Tuesday May 19 3:00 P.M.	PREVIEW OF FALL SHIRTS AND SEPARATES Haymaker will preview their Fall shirts and separates for press and resident buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Tuesday May 19	OPENING: FALL & WINTER COCKTAIL FASHIONS Opening of Fall and Winter formal and cocktail fashions, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 20 3:00 P.M.	PREVIEW OF FALL FUR COLLECTION By invitation. Publicity: Rasponi Associates, 667 Madison Ave., TE.8-8171.	FEMINA FURS LTD. (330 SEVENTH AVE.,)	ST. REGIS HOTEL ROOF
Wednesday May 20 3:30 P.M. Champagne	PREVIEW: DRESSES BY WALTER GERSON Preview of Fall dress collection designed by Walter Gerson. By invitation. Continuous daily thereafter. Contact: Florence Kirzner, CH.4-2270.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 20 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION "The Haberdashery Look In Sportswear"--second junior collection, sizes 5 to 15, designed by Arthur Williams. By invitation. Continuous thereafter in showroom, 1407 Broadway, Room 3606. Contact: Miss Ero, LA. 4-2865.	ERO DIV., MISS STEPHANIE	PRINCETON CLUB 39 EAST 39TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 20 4:00 P.M. Cocktails	PRESS PREVIEW OF <u>FALL COLLECTION</u> Preview of Gaston Mallet designed Fall collection of cocktail, dinner and evening fashions. By invitation. <u>Trade showings May 27, 28, June 2, 3, 4 at 4:00 P.M.</u> Contact: Bernice Lewis, FE. 6-6250.	ARTHUR L. LEWIS, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 21 8:30 A.M. Breakfast	PREVIEW: FALL BLOUSES, SPORTSWEAR AND SWEATERS Fall sportswear, blouses and sweaters in Du Pont fibers. For buying offices, by invitation. Contact: Louise Petry, LO. 3-6400, Ext. 468.	DU PONT COMPANY	STATLER-HILTON HOTEL GOLD BALLROOM
Thursday May 21 10:30 A.M.	PRESS PREVIEW OF <u>FALL DRESSES</u> Preview for the press and resident buyers of Edward Abbott's Fall dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings May 25, 26, 27, 28, June 1, 2, 3, 4, 5, 9, 10, 11, 16, 17 at 10:30 A.M.</u> Contact: Bill Laird, IA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 21 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dresses. By invitation for press and resident buyers. <u>Trade, May 25, 26, 27, 28, June 1, 2, 3, 4, 5, 9, 10, 11, 16, 17, with Luncheon showings at 12:00 Noon.</u> By appointment. Contact: Paul Reiss, CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday May 21 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES Luncheon, followed by showing of back-to-school and Fall fashions designed by Frank Smith. By invitation. Contact: BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 21 2:00 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Trade showings beginning Tues., May 26 at 2:00 P.M. daily. Publicity: Vera Bacal, 419 East 57th Street, PL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 21 3:30 P.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of the Mr. Mort Fall sportswear, designed by Reiko and Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday May 22 12:00 Noon Luncheon	PRESS PREVIEW OF <u>FALL COLLECTION</u> Lee Claire will present their Fall collection to press and buyers. By invitation. Beginning Mon., May 25, luncheon showings at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday May 25 4:00 P.M. Cocktails	FALL JUNIOR COAT & SUIT COLLECTION Press preview of Fall junior collection, designed by John Anthony. By invitation. Thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	DEVONBROOK LTD. (1400 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
Monday May 25 4:00 P.M.	PRESS PREVIEW OF <u>FALL FASHIONS</u> By invitation. Thereafter at 1:00 P.M., May 26, 27, 28, 29, June 1, 2, 3, 4, 9, 10, 11. Publicity: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA) (The Member Firms of the Fashion Originators' Guild will Introduce Their Fall Collections in a Two-Day Opening Period - May 25 and May 26.)			
Beginning Monday May 25	BEN BARRACK, INC. .... HARVEY BERIN LTD. .... BRANELL .... WM. FOX-VISIONI CORP. .... ED GERRICK, INC. .... A. GOODMAN & CO., INC. .... DAVID E. GOTTLIEB, INC. .... GRABOIS .... GROBE ORIGINALS, INC. .... HARMAY .... MYRON HERBERT, INC. .... JOBERE, INC. .... JUNIOR SOPHISTICATES CO. .... NAT KAPLAN, INC. .... DAVID LEVINE CO. .... ROSALIE MACRINI, INC. .... PAUL PARNES CORP. .... RUDOLF GOWNS .... MARTIN SIMON, INC. .... HERBERT SONDEHEIM, INC. .... SUZANNE AUGUSTINE, INC. .... HANNAH TROY, INC. .... SAMUEL WINSTON, INC. ....	498 7th Ave. ( 7 Fl.) .... 530 7th Ave. ( 7 Fl.) .... 530 7th Ave. (27 Fl.) .... 498 7th Ave. (18 Fl.) .... 550 7th Ave. ( 7 Fl.) .... 530 7th Ave. (17 Fl.) .... 530 7th Ave. ( 4 Fl.) .... 498 7th Ave. ( 5 Fl.) .... 498 7th Ave. (16 Fl.) .... 498 7th Ave. (22 Fl.) .... 530 7th Ave. (20 Fl.) .... 530 7th Ave. (30 Fl.) .... 498 7th Ave. ( 4 Fl.) .... 498 7th Ave. (21 Fl.) .... 530 7th Ave. (21 Fl.) .... 550 7th Ave. (11 Fl.) .... 498 7th Ave. (10 Fl.) .... 530 7th Ave. (12 Fl.) .... 498 7th Ave. ( 7 Fl.) .... 530 7th Ave. (20 Fl.) .... 1 W. 47 St. ( 7 Fl.) .... 530 7th Ave. ( 2 Fl.) .... 530 7th Ave. (11 Fl.) ....	LO. 4-3923 PE. 6-0206 PE. 6-6983 CH. 4-2659 LO. 4-1820 WI. 7-4076 LO. 5-2727 CH. 4-2767 BR. 9-8394 PE. 6-5547 LO. 4-6830 PE. 6-1938 LO. 4-0462 LO. 5-4115 LA. 4-0237 CH. 4-2655 CH. 4-4600 WI. 7-6865 LA. 4-2877 LA. 4-7540 PL. 7-3465 LO. 3-0988 CH. 4-2617

Tuesday May 26 9:00 A.M. Coffee	PREVIEW: FALL COAT & SUIT COLLECTION	WILLIAM DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	William Devitz will present his Fall coat & suit originals, designed by Nichi Giglio for press and buyers. By invitation. Showing daily there- after at 10:30 A.M. By appointment. Publicity: Julia Berren, WI. 7-4717.		
Tuesday May 26 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Seymour Fox will present his Fall collection of coats and suits to the press. By invitation. Thereafter showings on June 2, 9, 10, 16 at 10:30 A.M. By appointment. Publicity: Sally McDonald, LO. 4-3246.		
Tuesday May 26 4:00 P.M.	OPENING OF FALL DRESS COLLECTION	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Showings May 26, 27, 28 at 4:00 P.M. By appointment. Contact: CH. 4-2617.		
Tuesday May 26 5:00 P.M. And On	PREMIERE PRESENTATION OF SPORTS COLLECTION	HANNAH TROY SPORTS LTD.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Hannah Troy's premiere presentation of her Fall sports collection at new showroom. By invitation. Publicity: Marie Shapiro, LO. 3-0988.		
Beginning Tuesday May 26	PETITE AND MISSES FALL COLLECTION	GROSS SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	"Back To Easy Living"--showing the Fall collections of Pettie-4's casual wear for the petite miss; and "Terry Rogers" misses sizes. Before May 26 by appointment only. Contact: CH. 4-3558.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 27 9:15 A.M. Breakfast	PREVIEW OF PANTS & COORDINATED TOPS Fall collection of coordinated pants, shirts and sweaters by Lynn and George Stuart. By invitation and reservation. Contact: LA. 4-5850. Publicity: Pauline Greene at Charles J. Charney, 101 West 55th Street, PL. 7-0955.	MISTER PANTS (151 WEST 40TH ST.)	1407 CLUB 1407 BROADWAY
Wednesday May 27 10:30 A.M.	OPENING: FALL COAT & SUIT COLLECTION Arthur Jablow will present his coat, suit and costume collection for Fall. Opening by reservation. Daily thereafter at 10:30 A.M. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 27 2:30 P.M.	PREVIEW OF FALL SUITS By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 27 3:30 P.M.	PRESS PREVIEW OF FALL DRESSES Fall collection, designed by Belle and Will Saunders. By invitation. Daily thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 27 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Murray Nieman will present his collection of Fall-Winter coats, suits and ensembles to press, buying offices, fashion coordinators. By invita- tion. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	MURRAY NIEMAN (252 WEST 38TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday May 27 4:00 P.M.- 7:00 P.M.	POND'S PRESS PREVIEW Chesebrough-Pond's will be host to the beauty press at a reception pre- viewing new products and packaging for the entire Pond's line. By invita- tion. Contact: Gina Kohrman at J. Walter Thompson Co., MU. 6-7000.	CHESEBROUGH-POND'S INC.	CHRYSLER BUILDING THE CLOUD CLUB
Thursday May 28 9:45 A.M. Breakfast	PREVIEW OF FASHIONS FOR FALL Mignon will invite the press and resident buyers to preview their Fall collection. By invitation. Trade showing beginning June 1 at 11:30 A.M. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 28 11:00 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Preview for press and buyers of Frank Gallant's Fall collection of coats and suits. By invitation. Trade showings at 9:30 A.M., Tues., Wed., Thurs., beginning June 2. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday May 28 2:30 P.M.	PRESS PREVIEW OF FALL DRESSES By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 28 4:00 P.M.	PREVIEW: FALL-WINTER RAINWEAR COLLECTION Fall and Winter collection of rainwear and storm coats, designed by Gene Loyd. By invitation. Beginning Wed., June 3, daily showings at 11:00 A.M., 2:00 P.M., 4:00 P.M. Contact: Susan Rains, LA. 4-9800. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	MAIN STREET FASHIONS	500 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 28 4:00 P.M.	PREVIEW OF FALL COLLECTION	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Arnold & Fox will present their Fall collection, designed by Charles Howard and Ted Shore. By invitation. Trade showings beginning June 3, 4, 9, 10 at 4:00 P.M. By appointment. Contact: Bob Kramer, CH. 4-3914.		
Friday May 29 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press, resident buyers and fashion coordinators, by invitation. Publicity: Terry Mayer, BR. 9-6560.		
Monday June 1 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	ZELINKA MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Showings daily at 11:45 A.M. Contact: Jerry Matlick, BR. 9-5100.		
Monday June 1 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION	HAROU, INC. (CALIFORNIA)	HOTEL PLAZA TERRACE ROOM
	Harou will preview their Fall collection for press and buyers. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.		
Monday June 1 2:30 P.M.	OPENING OF FALL COLLECTION	ZOLTAN ROSENBERG, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Fall showing of daytime fashions designed by Vera Stewart. Daily thereafter at 2:30 P.M. By appointment. Contact: IA. 4-6691.		
Monday June 1 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	By invitation. Trade showings at 2:30 P.M., June 2, 3, 4, 9, 10, 11, 16, 17. By appointment. Contact: Eleanor Stoner, IA. 4-6968.		
Monday June 1 4:00 P.M.	PREMIERE SHOWING AND GRAND OPENING	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Preview of the first Fall collection of dresses and costumes, designed by Violet Feigin for Junior Accent. By invitation. Trade showings at 4:00 P.M., June 2, 3, 4, 8, 9, 10, 11. Contact: LO. 4-1434.		
Monday June 1 4:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Trade showings at 10:30 A.M. Contact: Estelle Marr, IA. 4-9350.		
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION	BAITCH & CASTALDI	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings of Fall trimmed and untrimmed casual coats. Contact: Mr. Abe Betron, LO. 4-6886.		
Tuesday June 2 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR COLLECTION	CABANA BEACHWEAR CO. (1407 BROADWAY)	"500 CLUB" 500 SEVENTH AVENUE
	Showing of sportswear, separates and dresses, designed by Pembroke Squires. By invitation. Thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.		
Tuesday June 2 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Showings at 10:00 A.M., June 2, 3, 4, 9, 11, 16 and 18. By invitation and reservation. Contact: IA. 4-7626.		

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Tuesday June 2 10:00 A.M.	OPENING OF FALL COLLECTION Showing Tues., Wed., Thurs. at 10:00 A.M. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview for press of the Christian Dior-N.Y. Fall collection at 10:30 A.M. Trade showings at 2:30 P.M., June 2 and 3. By invitation. Contact: Lee Preis, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Showing of Lloyd Weill's collection. Contact: Eleanor Rose, LO. 5-3041.	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday June 2 11:30 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of coats and suits. By invitation. Trade shows at 10:30 A.M., June 4, 9, 10, 11, 16, 17, 18. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 2 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION Fall Junior dresses and separates, June 2, 3, 4, 9, 10, 11 at 12:00 Noon. By reservation. ( <u>Beginning May 4 showing of back-to-school</u> <u>cottons</u> ). Contact: Audrey Brock, OX. 5-3150.	IANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 2 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"-- showings at 12:00 Noon, followed by luncheon, June 2, 3, 4, 9, 10, 11, 16, 17 and 18. By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday June 2 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection, followed by luncheon. Preview for resident buyers at 4:00 P.M. By invitation. Trade showings thereafter, except Mon., and Fri., at 12:00 Noon, followed by lunch. Publicity: Virginia Dickson, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Tuesday June 2 3:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall junior dresses and ensembles, designed by Miss Barry Burr, showing daily at 3:00 P.M. Contact: Dmei Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 2 3:30 P.M.	23RD ANNUAL COLLEGE CLINIC Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: \$7.50; by invitation only, for official tie-in stores, and their buying offices, advertising agencies, fabric houses. Contact: Mrs. Frances Ashmore, PL. 9-2080.	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	WAIDORF-ASTORIA BALIROOM
Tuesday June 2 3:30 P.M.	PREVIEW OF FALL PETITE FASHIONS By invitation. Trade showings daily thereafter at 3:30 P.M. Publicity: Betty Yarmon, LO. 4-6874.	MORT SCHRADER (JEUNES PETITES)	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

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Tuesday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez will present his Fall collection to the press. By invitation. Daily thereafter at 12:00 Noon, in showroom. By appointment. Contact: LO. 4-6337.	LUIS ESTEVEZ, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL DIPLOMAT SUITE
Tuesday June 2 5:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Ceil Chapman will present her Fall collection to the press. By invitation. Thereafter at 2:30 P.M. Contact: IA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 2 7:45 P.M. Dinner	SPORTS ILLUSTRATED DESIGN AWARDS DINNER Fourth Annual dinner honoring nominees and winners of the 1959 Sports Illustrated Design Awards, presented by "Sports Illustrated" Magazine. By invitation. Contact: Eleanor Montville, JU. 6-1212.	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS HOTEL ROOF AND PENTHOUSE
Wednesday June 3 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION The Jerry Parnis Fall dress collection for press and buyers. By invitation. Thereafter at 2:30 P.M. Publicity: Helen O. Borger, IE. 5-9574.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 3 3:30 P.M.	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Showing of fashions from Fall issues in a trends presentation. Promotion exhibit open 3:30 P.M., showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA BALIROOM
Wednesday June 3 4:00 P.M.	DONALD BROOKS COLLECTION FOR TOWNLEY The press will be invited to preview the premiere Fall collection, designed by Donald Brooks for Townley. By invitation. Daily thereafter at 4:00 P.M., by reservation. Contact: Peggy Hopkins, LO. 4-2155.	TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 3 5:15 P.M.	PRESS PREVIEW OF FALL COLLECTION Burke-Amey will present their Fall collection of daytime, cocktail and evening fashions, designed by Ronald Amey, for press and buyers. ( <u>Note Change Of Time</u> ) By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	BURKE-AMEY	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 3 5:30 P.M. Cocktails	THIRD ANNUAL COLLEGE FASHION SHOW "Ten Best Dressed College Girls in America"--fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, IE. 2-7500.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALIROOM
Thursday June 4 12:00 Noon	OPENING OF FALL COUTURE COLLECTION Showing of Countess Alexander's daytime and evening couture collection at 12:00 Noon daily. By appointment. Contact: Alice Rosenstein, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 4 4:30 P.M. Cocktails	PREVIEW OF FALL WOOLEN FASHIONS Anglo Fabrics presents "Americana '59," a showing of new Fall woolens from its couture collection, in prophetic silhouettes by leading American designers. By invitation. Publicity: Lee Siegel, PE. 6-2230.	ANGLO FABRICS (1407 BROADWAY)	HOTEL ASTOR SMALL BALIROOM